Veterinary Economics
1978 ARTICLE INDEX

PART I—FEATURE ARTICLES

Book Reviews

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Understanding Radiology ..... Dec p38
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Buildings and Equipment

Cabinet Captures Odors ..... Jan p32
Fecal cabinet with built in exhaust fan and fold-up doors keeps odors contained.

Clogged Drain Solution ..... Jan p26
A replacement plastic "J" trap has a comb-like filter and removable bottom for easy cleaning.

Drawer Organizing Trays ..... Jan p25
Inexpensive plastic trays give good compartmentalization without loss of flexibility.

Hydraulic Surgery Table ..... Jan p40
"Do it yourself" instructions.

Lubricating Dose Syringes ..... Jan p33
Flushing the syringe with vegetable oil will keep it working smoothly.

Paper Drape Dispenser ..... Jan p36
Horizontally mounted drape paper dispenser has fold down door with slot for easy cutting.

No-Hands Exam Sink ..... Jan p33
Electric eye sink saves water and cleaning time.

Planning an Air Conditioning System ... Jul p24
The basic functions of an air conditioning system are explored and some do's and don'ts for selecting a contractor given.

Something for the Kids ..... Jan p38
A rugged rocking horse in the waiting room keeps children occupied.

Stretcher on Wheels ..... Jan p36
A converted heavy duty service cart makes patient handling easier.

Time Saving Desk ..... Jan p34
A stand-up desk reduces clutter and time spent on the telephone.

Valences Replace Conventional Ductwork Jul p28
Drafts are virtually eliminated and noise levels reduced in this air conditioning system with no air moving parts.

Water Heater for Casts ..... Jan p25
An electric coffee pot heats water to proper temperature for plastic cast material.

Editorial Panel

Are Our Schools In Touch With Reality? Oct p15
Why cosmetic surgery and practice management should be taught in veterinary schools.

Are You In Favor of Vertical Membership? Jun p21
The pros and cons of the vertical membership concept.

Protect Our Primary Means of Support .. Mar p17
We must be prepared to answer accusations made by the growing anti-pet movement.

Demand Pull, Not Production Push ..... Sep p19
Two manpower surveys, the data collection methods and discrepancies are discussed.

How Is Your Bottom Line? ..... Jul p17
The Panel discusses the need for a practice management weekend.

On Pursuing the Perfect Veterinary Facility ..... Apr p25
Some of the many observations concerning hospital construction and design made at this year's hospital judging are discussed.

Our Need for More Understandable Dose Instructions ..... May p23
The Panel stresses the importance of clear instructions on drugs given to clients for their pets.

Potential for Disaster In Equine Practice Dec p19

Pyramiding Fees and Client Priorities .. Aug p17
It is important to keep animal health costs reasonable during inflationary periods.

Should Emergency Clinics Be Profitable? Nov p15
Panel members warn that exorbitant fees might turn clients against them.

Should There Be An AVMA PAC? ..... Jan p23
Discussion of the pros and cons of a national political action committee.

What Is Your Stand, Doctor? ..... Feb p23
How to answer client questions regarding controversial issues is the topic for debate.

Client and Public Relations

Boy Scouts Explore Veterinary Science . Jul p38
Studying about animals and working with veterinarians gives a preview of the profession.

Cleveland's Free Clinic Controversy .... Jun p22
A trio of articles explores the free animal clinic concept. In a debate, two Cleveland DVMs express their opposing views.

Client Education Tapes ..... Jan p28
Audio-visual tapes explain subjects clearly to clients and back up the doctor's instructions.

Client Instruction Sheet ..... Jan p37
Clients are given a hand-written sheet with precise instructions for home care.

Fair Exhibit Geared to City Folks ..... Nov p24
Milking a cow, question and answer boards and learning about veterinary medicine were all part of the WVMA State Fair booth.

How Can We React to Assaults..... May p38
The author gives some insight on how to defend your professional organizations that have come under attack.

Indoor Garden ..... Jan p36
A large number of reception room plants has attracted clients from garden club membership.

Marketing Veterinary Services, Part I..... Jul p18
This article explores a marketing approach that should benefit both veterinarian and client.

Marketing Veterinary Services, Part II ... Aug p24
The client search for and evaluation of alternatives, purchase decisions and post-purchase evaluations is the subject of this article.

Needed—A Study of Animal Care Costs... Jul p30
Dr. Morris suggests that we do not lose sight of our basic principles as medical costs rise.

Pet Owners Cite Top Health Concerns .. Mar p38
The Morris Animal Foundation polled pet owners about what they felt were major health problems.

Stalking a Silent Killer ..... Apr p60
The increasing concern about heartworm has resulted in a multi-media, consumer campaign.

We Care Phone Calls ..... Jan p37
Health records of patients to be checked with a follow-up call are placed on a rack next to the telephone.

Financial Management

Beat Inflation by Buying Ahead ..... Nov p20
Purchasing inventory ahead of time to avoid a price increase can be profitable if you know the right quantity to buy.

Credit Ground Rules ..... Jan p25
Clients who want credit are charged for the service and are given this information in a letter.

How Inflation Reduces Buying Power ... May p24
The author explains how to measure the effects of inflation on the buying power of your income.

The IRS Audit Game ..... Mar p24
If you're prepared, you may fare better than you think on an income tax return audit.

Minimizing Your Estate Taxes ..... Nov p28
A good understanding of the unified estate and gift tax laws can help reduce your taxes.

Municipal Bond Unit Trusts ..... May p30
Unit bond trusts are good, long term investments offering tax-free income.

Outwitting Emergency Deadbeats ..... Jan p27
A "deadbeat file" is kept next to the doctor's home phone and checked when he receives emergency calls.

Surgical Fee Estimate ..... Jan p27
Clients are given a statement prepared to estimate expenses if a pet is to be hospitalized.

Tighten the Reins on Your Cash Control Sep p34
Suggestions are given for tightening cash flow in four vulnerable areas.

Understand Your Liability Insurance .... May p42
It's a good idea to review your policies and know what protection they offer.

Voucher Checks Save Time, Expense .. Sep p29
The author gives reasons for using these checks. How this system can improve your records.

The Revenue Act of 1978 ..... Dec p24
It contains some good news and some bad news. CPA's Ed Douglas and Owen McCafferty explain provisions which will affect veterinarians.

General Interest

Licensed Biologicals Assure Quality .... Oct p27
Only the USDA label assures you that the biologicals have passed a battery of tests.

Outfoxing the Cunning Coyote ..... Feb p54
An electrified fence keeps coyotes out, sheep in.

Should City Government Run Low Cost Spay/Neuter Clinics? ..... Jul p23
Seattle DVMs face competition from a city run, low cost spay/neuter clinic.

Veterinarian Covers Practice in a Plane Nov p30
A Piper airplane is a practice vehicle.

Veterinary Practice in Latin America ... Aug p18
A DVM gives us some insight into what the profession is like in Latin America.

Hospital Design Merit Award Winners

Animal Hospital of Worthington ..... Dec p31
Baseline Animal Hospital ..... Jul p41
Merryview Veterinary Clinic ..... Feb p40
The Moriches Hospital for Animals ..... Sep p36
New Haven Pet Hospital ..... Nov p33
Quail Corners Animal Hospital ..... Jun p42
Six Forks Animal Hospital ..... Apr p41
(Hospital-of-the-Year Runner Up Award)
Sleepy Hollow Clinic ..... Aug p30
St. Charles Veterinary Clinic ..... Apr p26
(Hospital-of-the-Year Award)
Stone Ridge Animal Hospital ..... Jan p46
Terrell Mill Animal Hospital ..... Mar p40
Town and Country Veterinary Hospital .. Oct p28
Whatcom Veterinary Hospital, Inc. ..... May p46

Hospital Planning and Design

Statistical Picture of Veterinary Facilities May p28
Statistics from the 41 hospitals entered in the 1977 Hospital-of-the-Year Competition.

Students Try Their Hand at Hospital Design ..... Nov p16
Architects and veterinarians work together on hospital designs for a competition sponsored by Hill's Division of Riviana Foods.

Under $20 Per-Square Foot ..... Apr p50
Although these facilities were constructed at low cost, they serve individual owner needs.

Manpower

4-Viewpoint Manpower Survey ..... Sep p20
The findings of a survey by the Illinois State Veterinary Medical Association, part I.

Evaulating the Market for Veterinary Services ..... Oct p22
The final installment of this manpower survey tells about subsequent surveys of livestock, dog and cat owners.

Practice Management and Improvement

An Affordable Mini-Computer System .. Dec p20

Color-Coded Filing Systems ..... Feb p25
This survey gives a general picture of color coded record systems and provides some insight to the variations.

Desk-Top Computers for DVMs ..... Feb p36
Minicomputers increase efficiency and cut training costs.

Fecalizer Cups ..... Jan p40
Sending fecalizer cups with the annual vaccination reminder cards has contributed to income.

Guidelines for Evaluating Practice Potential ..... Mar p18
The author provides a guideline for choosing the right location for a new practice.

Job Description for a Hospital Administrator ..... Feb p30
This article can help you decide on the type of person to hire as an administrator and what his duties should be.

Job Description for a Hospital Administrator, Part II ..... Mar p32
Additional responsibilities of an administrator are covered in this final article.

Market Studies Analyze Potential Hospital Sites ..... Jun p35
An in-depth study of income, retail sales average and population can help choose practice site.

Nutrition Program Builds Practice ..... Jul p36
Recommending a successful diet program to equine clients has helped build this veterinarian's practice.

Original Record System ..... Jan p38
Custom printed form gives this doctor all the data he wants to know about his practice.

Practice Building Supplements ..... Jan p24
The dispensing of nutritional supplements has increased this DVM's volume of business.

Rubber Stamp ..... Mar p22
Instead of making clients and employees struggle to read his handwriting, this veterinarian devised a system of rubber stamps.

Visits Other Practices ..... Jan p34
This DVM visits other practices to see how other doctors manage.

Techniques

Drill Simplifies Pin Insertion ..... Dec p22

Economics of Cryosurgery ..... Oct p16
Interviews with manufacturers of cryosurgical equipment discuss the modality and its contributions to a veterinarian's practice.

Free Shuttle Pins ..... Jan p28
Cut-offs from intramedullary pins are re-used as shuttle pins.

Hypothermia Problem Solved ..... Jan p44
A Thermal Barrier on the surgery table produces enough heat to maintain a constant temperature.

Lead Shot for X-Ray Positioning ..... May p34
Using lead shot in cloth bags, this DVM can immobilize a patient for x-rays.

Surgery on a Bed of Air ..... Jan p42
An inflatable air mattress is used to help avoid the dangers of equine ischemic myositis.

PART II—NEW PRODUCTS, LITERATURE, FILMS

Buildings and Equipment

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Feed Additives and Nutrition

Calcium-phosphorus Additive ..... Jan
Cattle weight gain ..... Dec
Microbiotic digestive inoculum ..... May
Pig supplements ..... Sep

Medical Equipment and Devices

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Booklets, Papers and Reports

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Drug brochure ..... May
Insect control chart ..... Feb
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Low protein diet/newsletter ..... Feb
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Films

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